



LEHIGH  
UNIVERSITY

# *Department of Psychology and The Cognitive Science Program*



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“The Cognitive Neuroscience of  
Insight”

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3:10 PM

STEPS, Rm. 280

*Insight, colloquially known as the “Aha” or eureka moment, is the sudden reorganization of a knowledge representation resulting in a new understanding of an object, concept, situation, or event. Though insight has been a focus of research in experimental psychology for about a century, little progress was made in understanding it after the early pioneering studies of the Gestalt psychologists. However, the advent of cognitive neuroscience – neuroimaging in particular – has reinvigorated the study of insight and elucidated the newly emerging cognitive neuroscience of creativity. This talk will focus on neural activity at the moment of insight and during preceding states, including resting-state brain correlates of the tendency toward an insightful or analytic cognitive style.*

*Refreshments to follow. All are welcome.*

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